works for ten shillings, and disposed of 120,000, 124,000 and 65,000 sets respectively at an average loss of ;£ 1,200 per 10,000 sets.

Now the pace quickened. Canvassers were dispatched to remote parts of the country with pens, pencils, cameras, teasets, knives and forks, boots, coats and pants[27] to distribute in return for an undertaking to become a registered reader of the newspaper they represented. The *Daily Express* alone distributed no fewer than 10,000 pairs of silk stockings; then, reverting to culture, offered twelve classical volumes for los. *John Bull* retaliated with twelve classical volumes for 8s. pd, whereupon the *Daily Express* dropped its figure to ys. 6d., at that price distributing 115,000 sets at a loss of .£12,000.

The next move was with the *Daily Herald,* which offered its readers an encyclopaedia also worth four guineas, for us., thereby spurring on the *Daily Express* to come forward with its own encyclopaedia at an even lower price. It has been estimated that this war cost the newspapers participating in it between .£50,000 and .£60,000 a week, the whole campaign, according to Sir Emsley Carr, costing more than . £3,000,000; that £1,325,000 was spent on increasing the circulation of the *Daily Herald* from 400,000 to 1,750,000, or approximately £i per reader, and .£123,000 on increasing the circulation of the *Daily Express* by 300,000 or approximately 8s. 3d. per reader.[28] When at last hostilities came to an end, all the participants being financially exhausted, the *Daily Express* had won, and was able

[27] It was said that a whole "Welsh family could be clothed from head to foot for the price of eight weeks' reading of the *Daily Express.*

[28] In an exceptionally witty article by an Unregistered Reader, which was published in the *Evening Standard,* and from which most of the above facts are taken, it is pointed out that this exorbitant price for new readers would not have mattered so much if they had been freehold; but they were lease-hold, and on a very short lease. To get his set of Dickens's works or pair of silk stockings, a new reader had only got to sign on for a few weeks; then, when these few weeks had passed, he was again in the market, and fell to the highest bidder.